Monday, October 11, 2010

8:00 am - 6:30 pm	**Registration Open**

8:15 am - 12:00 pm   **Hands-On-Lab -- Morning Sessions**

The Hands-On Lab at SNW gives users a chance to test drive the latest technologies in a controlled learning lab environment. Classes take place for two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience.

Please check the "Hands-on-Lab" tab for the complete HOL schedule.

8:30 am - 9:20 am   **Breakfast**

9:20 am - 10:05 am

SNIA Tutorial: Data Center Transformation - Beyond the Hype	Analyst Perspective: Building a Long Term File Archive	SNIA Tutorial: Data Encryption and Key Management Part 1	Analyst Perspective: Integrating FCoE	SNIA Tutorial: Deduplication's Role in Disaster Recovery	**NEW** SNIA Tutorial: iSCSI: A Loss-less Ethernet Fabric with DCB
Russ Fellows, Senior Partner, Evaluator Group	Noemi Greyzdorf, Research Manager, IDC	Ray Lucchesi, President, Silverton Consulting, Inc. Brandon Hoff, Director of Security Product Marketing, Emulex	Bob Laliberte, Analyst, Enterprise Strategy Group	Thomas Rivera, Senior Technology Associate, Office of the CTO, Sepaton	Gary Gumanow, Senior Product Line Manager, Dell
		Dr. Michael Willett, Samsung Walt Hubis, Software Architect, LSI Corporation Gordon Arnold, Senior			

Time						
			Technical Staff, IBM			
10:15 am - 11:00 am	****NEW** [Green Storage Track] SNIA Tutorial: Green Storage Technologies, CAPEX and OPEX** Alan Yoder Ph.D., Office of the CTO, NetApp	**SNIA Tutorial: The File Systems Evolution** Christian Bandulet, Principal Engineer, Oracle	**SNIA Tutorial: Data Encryption and Key Management Part 2** Ray Lucchesi, President, Silverton Consulting, Inc. Brandon Hoff, Director of Security Product Marketing, Emulex Dr. Michael Willett, Samsung Walt Hubis, Software Architect, LSI Corporation Gordon Arnold, Senior Technical Staff, IBM	**SNIA Tutorial: Fibre Channel Over Ethernet (FCoE)** John Hufferd, Consultant, Hufferd Enterprises	**SNIA Tutorial: Introduction to Data Protection: Backup to Tape, Disk and Beyond** Michael Fishman, Chief Technology Officer, USD, EMC	**Virtualization Track** **SNIA Tutorial: Storage Virtualization I - What, Why, When, Where, How?** Rob Peglar, Senior Fellow, Xiotech
11:10 am - 11:55 am	**SNIA Tutorial: Green Storage - the Big Picture** SW Worth, Senior Standards Program Manager, Microsoft	**Industry Perspective: File Management for Traditional and New Media** Ross Chevalier, Chief Technology Officer, Novell Americas, Novell Canada, Ltd.	**Industry Perspective: Data Security: Leveraging Information Dispersal as an Alternative to RAID and Replication** Chris Gladwin, Chief Executive Officer and Founder, Cleversafe	**Analyst Perspective: Unified Storage Networking** Dennis Martin, President, Demartek	**Industry Perspective: Tape Storage: Back and Better Than Ever** Dr. Geoff Barrall, Chief Technology Officer and Vice President of Engineering, Overland Storage	**Virtualization Track** **SNIA Tutorial: Storage Virtualization II - Implementing and Managing Storage Virtualization** Rob Peglar, Senior Fellow, Xiotech

11:55 am - 1:00 pm   **Lunch**

12:00 pm - 1:00 pm   **Tour de Lab - Go Hands-On**
Drop in and take a tour of the SNW Hands-On Lab and enter to win a flip video.

1:00 pm - 4:00 pm   **SNIA Certification Prep Sessions**

Prepare for examinations and assess your readiness to take a SNIA Certification or Qualification Examinations. It will be easy, convenient and at a reduced cost for SNW attendees. Visit the SNIA education information desk near the Hands-On Labs registration center near the San Antonio Rooms.

| 1:00 pm - 5:15 pm | **Hands-On-Lab -- Afternoon Sessions** |

The Hands-On Lab at SNW gives users a chance to test drive the latest technologies in a controlled learning lab environment. Classes take place for two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience.

Please check the "Hands-on-Lab" tab for the complete HOL schedule.

| 1:00 pm - 1:45 pm | | | | | |

Industry Perspective: The SNIA Emerald™: Power Efficiency in the Storage World	**Industry Perspective: Content Assessment, the First Step on the Path to Information Governance**	**User Case Study: Securing Security Information**	**Industry Perspective: Panel: FCoE - The Great Convergence**	**Solution Spotlight: Data Protection in Today's High Performance Data Center - Introducing LTO-5 Technology**	**Industry Perspective: Best Practices for Data Optimization and Enterprise NAS**
Tom Hammond-Doel, Board Director, SNIA Green Initiative	Dr. Samuel A. Fineberg, Distinguished Technologist, Hewlett-Packard Software	Dr. Denise C. Walker, Chief Emergency Management Officer, Lone Star College System	Moderated by: David Vellante, Chief Executive Officer, Wikibon Claudio DeSanti, Distinguished Engineer, Advanced Architectures & Research, Cisco	Bruce Master, Senior Program Manager, Tape and Archive Storage Systems, IBM, Ultrium LTO	Nigel Burmeister, Director, Product Marketing, F5 Networks Linda Wu, Product Manager, NetApp
			Sean Fitzpatrick, Business Development Manager, Hewlett-Packard Mark Jones, Director Technical Marketing, Emulex Skip Jones, Director Corporate Planning and Technology, QLogic Corporation Mike McNamara, Senior Manager, Product Marketing, NetApp Greg McSorley, Technical Business Development Manager, Amphenol		

Time						
1:55 pm - 2:40 pm	**SNIA Tutorial: Green Storage Products: Efficiency with ENERGY STAR & Beyond** Erik Riedel, Senior Director, EMC	**SNIA Tutorial: Long-term Preservation of Digital Information** Mary Baker, Senior Research Scientist, HP Labs Roger Cummings, Technical Director, Symantec Corporation	**Industry Perspective: Collide with the New Data Center Protecting Data-at-Risk with Encryption - A Must for Enterprises** Brandon Hoff, Director of Security Product Marketing, Emulex	Steve Wilson, Director Technology and Standards, Brocade **SNIA Tutorial: Convergence in the Data Center** Ahmad Zamer, Senior Product Marketing Manager - New Technologies, Brocade	**User Case Study: Barclaycard US Case Study: How to Leverage Deduplication for Lights-Out Disaster Recovery** Geoff Stafford, Data Protection Team Manager, BarclaycardUS Dan Duperron, Solutions Advisor, Quantum Corporation	**Solution Spotlight: IBM Redefines Storage Virtualization** Ron Riffe, Storage Software Business Strategy, IBM
2:50 pm - 3:35 pm	**Industry Perspective: Future of Energy Efficiency for Data Centers and Enterprise IT** Jon Haas, Director Eco-Technology, Intel Corporation	**Solution Spotlight: Using Management Automation of Network File Systems with Policy and Content Analysis to Achieve ROI, Compliance, and Governance Goals** David S. Condrey, Engineering Director, Novell	**Industry Perspective: Secure Cloud Is NOT An Oxymoron** Tim Connors, Director, Cloud Services, AT&T	**Industry Perspective: Fibre Channel Driving Storage Innovation, Speed and Convergence** Tom Hammond-Doel, FCIA Vice-Chairman, FCIA	**Industry Perspective: Streamlined Virtual Server Backup with Data Deduplication** **NEW SPEAKER** G. Thomas Rush, StorageWorks Technical Marketing, Hewlett-Packard	**Industry Perspective: Your Infrastructure Going Green? Virtualization Can Make it Greener.** Daniel Mudimbe, Energy Efficiency and Green IT Czar, VMWare
3:35 pm - 4:05 pm	**Networking Break**					
4:05 pm - 4:50 pm	**User Case Study: Throwing Out the Rules when Building a Practical, Highly**	**User Case Study: Tackling the Challenge of Data Management and**	**SNIA Tutorial: Cloud Storage Security with a Focus on CDMI**	**User Case Study: Stop Flying Blind: Best Practices for Optimizing Your SAN**	**User Case Study: High Availability and Disaster Recovery at Aviall**	****NEW**** **[Cloud Computing Track]**

Reliable, High Efficiency Data Center

Steven Carlini, Senior Director, Data Center, Global Solution Offer Management, APC by Schneider Electric

Migration to Meet Legal and Regulatory Obligations

Jeff Kubacki, Chief Information Officer, Kroll Inc.

Eric Hibbard, Chief Technology Officer, Security & Privacy, Hitachi Data Systems

and Virtualization Projects

Christopher Carlton, Storage Team Lead, JPS Health Network

Joe Church, Director IS Operations, Aviall Services, Inc.

SNIA Tutorial: The Business Case for the Cloud

Frank Murphy, Marketing Manager, EMC

4:15 pm - 6:00 pm   **SNIA Certification and Qualification Examinations**

5:00 pm - 6:00 pm   **The ABC's of Networking ... (People Networking, That Is!)**

Establishing long-lasting and mutually-beneficial contacts in your career while attending an industry conference can be as easy as A-B-C. Just a few carefully chosen actions will help you cultivate all the benefits of your personal and professional brand while establishing a powerful reputation. Thom Singer will kick off the conference with "The ABC's of Networking" and serve as the Conference Networking Catalyst. This presentation is a lighthearted tour of what it takes to create powerful connections and meaningful business relationships while having a great time at SNW.

Thom Singer, SNW's Conference Networking Catalyst and author of "The ABC's of Networking"

6:00 pm - 7:30 pm   **SNW Fall Opening Reception featuring the World Famous Texas Armadillo Races**

Join us for cocktails and hors d'oeuvres, network with new friends and old, and apply what you've just learned from people networking expert Thom Singer to maximize the mutual benefit of your professional contacts. And join in the fun with the World Famous Texas Armadillo Races!

Tuesday, October 12, 2010

7:00 am - 6:00 pm   **Registration Open**

7:00 am - 8:00 am   **Breakfast**

8:00 am - 8:15 am   **Welcome and Opening Remarks**

John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise and Computerworld
Wayne Adams, Chairman, Board of Directors, Storage Networking Industry Association (SNIA)

8:15 am - 9:15 am   **The Future of Enterprise Infrastructure:**
Where Fast-changing IT Collides with Unchanging Human Nature

Dr. Haseltine, former CTO of the US Intelligence community, will forecast major trends in computer science and IT, then outline the implications of these trends, both individually and in combination for enterprises. For example, continued decreases in cost of computer chips, RFID's and memory together with proliferation of new protocols such as M2M and IPV6 will exponentially increase the number of IP devices connected to an enterprise's network. This rapid growth of ubiquitous computing will give enterprises unprecedented power to "measure what they must manage", but will also create major challenges for professionals who procure and operate IT infrastructures. Eric will show that the key to rising to such challenges will be to apply fast-changing technology to satisfy unchanging needs, such as marketplace agility, growth of social capital and operator ease of use. By anticipating where fast-changing technologies will intersect with unchanging needs, IT professionals can elevate IT infrastructures from "plumbing" that "succeeds when it goes unnoticed", to major competitive weapons--such as Wal-Mart's supply chain management systems-- that help enterprises dominate the markets in which they operate.

Eric Haseltine, former CTO for the U.S. Intelligence Community, former Head of Walt Disney Imagineering,

8:15 am - 12:30 pm   **Hands-On-Lab -- Morning Sessions**

The Hands-On Lab at SNW gives users a chance to test drive the latest technologies in a controlled learning lab environment. Classes take place for two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience.

Please check the "Hands-on-Lab" tab for the complete HOL schedule.

9:00 am - 10:45 am   **SNIA Certification and Qualification Examinations**

9:15 am - 9:45 am   **Connectedness without Compromise**

The Virtual Era is characterized by the end-users' need to bring your back office data into their front pocket. In short, your users -- whether they are customers, employees, partners, suppliers or regulatory bodies -- are asking for connectedness without compromise. Simply put, users are requiring access to more data on more and different devices, and delivering this level of access comes with a host of opportunities and challenges. That said, there are many keys to success and, in this presentation, Darren Thomas will focus on best practices for data management and the supporting converged networking strategy needed to create that success. Specifically, this presentation will highlight a tiered data management strategy that characterizes and stores data based on data relevancy -- and the corresponding networking strategy that addresses the need for investment protection, data security, increased bandwidth, simplified management and flexibility.

Darren Thomas, Vice President & General Manager, Dell Enterprise Storage Business

9:45 am - 10:15 am   **Driving Innovative IT Infrastructure for Maximum Efficiency**

In a challenging economy, businesses rely on technology more than ever to help them do more with less. The challenge for IT is delivering on that expectation with a budget that is likely stretched to the bone. James Robertson knows the feeling well, as he's had to help Turner Broadcasting deal with capacity needs that are growing at 30% - per quarter. His budget, of course, isn't growing at near that rate. He'll explain how Turner is compensating by

using a mix of technologies, including virtualization, WAN acceleration and wide-area Ethernet, along with more effective negotiations. He'll also explain how the company has its eye on the future, including preparing for a next-generation backbone capable of dealing with far more multimedia content than pure data.

James Robertson, Vice President of Technology Infrastructure and Broadcast Transmissions, Turner Broadcasting

10:15 am - 10:45 am	**Networking Break**

10:45 am - 3:45 pm	**SNIA Certification Prep Sessions**

Prepare for examinations and assess your readiness to take a SNIA Certification or Qualification Examinations. It will be easy, convenient and at a reduced cost for SNW attendees. Visit the SNIA education information desk near the Hands-On Labs registration center near the San Antonio Rooms.

10:45 am - 11:30 am

SNIA Tutorial: Understanding High Availability in the SAN	**SNIA Tutorial: Tiered File System Without Tiers**	**SNIA Tutorial: Practical Secure Enterprise Storage**	**Analyst Perspective: 360 View of Storage and the Cloud**	**SNIA Tutorial: Trends in Data Protection and Restoration Technologies**	**SNIA Tutorial: Trends in Application Recovery**
Mark Fleming, Senior Software Engineer, IBM	Nick Kirsch, Director of Product Management, Isilon Systems	Walt Hubis, Software Architect, LSI Corporation	Richard L. Villars, Vice President, IDC	Jason Iehl, Data Protection Solutions Architect, NetApp	Andreas Schwegmann, Product Architect, HP

11:40 am - 12:25 pm

User Case Study: Not a Cloud in the Sky: Designing Private Cloud Data Centers	**Solution Spotlight: Introducing CommVault® Simpana® 9: Groundbreaking Technology that Revolutionizes How You Manage and Protect Data**	**User Case Study: Securing Data with Tape Encryption A User Experience**	**SNIA Tutorial: Cloud Storage Clients**	**Solution Spotlight: Scale-out Architecture – Inline Global Deduplication, Massive Scalability, and Advanced Erasure-Coded Resiliency**	**Industry Perspective: Move VMs Across the WAN with Unprecedented Performance Improvements**
Jeffrey A. Lass, Network Operations and Virtualization Engineer, Munder Capital Management	Bob Smolenyak, Field Marketing Manager, CommVault	Mack Kigada, Server and Data Storage Architect, Providence Health & Services	Rich Ramos, Consultant	Gideon Senderov, Director, Product Management, Advanced Storage Products Division, NEC Corporation of America	Henrik Rosendahl, Chief Executive Officer, Pancetera

12:30 pm - 3:00 pm	**Lunch in the Expo**
2:00 pm - 5:45 pm	**Hands-On-Lab -- Afternoon Sessions**

The Hands-On Lab at SNW gives users a chance to test drive the latest technologies in a controlled learning lab environment. Classes take place for two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience.

Please check the "Hands-on-Lab" tab for the complete HOL schedule.

2:10 pm - 2:55 pm

Industry Perspective: Keeping Your Data Center from Running out of Power: How to Leverage Cloud Computing and Smart Grid Bruce Naegel, Senior Product Manager for SIGSEC, Symantec Corporation	**SNIA Tutorial: File Systems for Object Storage Devices** Craig Harmer, Consultant Paul Massiglia, Technical Director, Consultant	**SNIA Tutorial: Legal Issue Relevant to Storage** Eric Hibbard, Chief Technology Officer, Security & Privacy, Hitachi Data Systems	**Solution Spotlight: From Virtualization to Flexible IT –Transforming Datacenters to Meet Business Needs** Phil Brotherton, Vice President and General Manager of the Microsoft Business Unit, NetApp	****NEW** [Networking Track]** **SNIA Tutorial: IP Storage Protocols iSCSI** John Hufferd, Consultant, Hufferd Enterprises	**Solution Spotlight: Data Explosion and the Overlap of Backup and Archive: Active Archive Strategies for Managing Big Data** Floyd Christofferson, Product Marketing Director, SGI

3:05 pm - 3:50 pm

Solution Spotlight: Improving Upon a Proven Process Kevin Ehringer, Owner and Chief Executive Officer, Data Center Systems	****NEW**** **SNIA Tutorial: Server & Storage Consolidation with iSCSI** David Dale, Director of Industry Standards, NetApp	**Industry Perspective: Compliance and Self-Encrypting Drives** Dr. Robert Thibadeau, Senior Vice President and Chief Scientist, Wave Systems, Corp.	**SNIA Tutorial: Interoperable Cloud Storage with the CDMI Standard** Mark Carlson, Principal Cloud Strategist, Oracle	****NEW**** **Industry Perspective: Protecting Data at Branch Offices** Chris McCall, Director, Segment Marketing, HP StorageWorks	**User Case Study: Pier 1 Imports Updates its Storage Environment** Richard R. Siemers, Senior Storage Administrator, Pier 1 Imports

4:00 pm - 4:30 pm **Modernizing and Flattening the Network: An Executive Interview**

The hierarchical, three-tier corporate network prevalent for the last two decades is facing upheaval as enterprises steadily adapt to a virtualized, service-

oriented, scaled-out, converged infrastructure. All of this poses a challenge to CIOs and their teams as they consider the pros and cons of keeping three tiers, or flattening the network to find greater performance, more adaptability to cloud environments and, ultimately, cost savings. Hear the pros and cons of these approaches in this executive interview.

Rob Davis, Vice President and Chief Technology Officer, QLogic
Moderator:
John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise and Computerworld

Omer Siddiqui, Deputy Chief Information Officer, DC Water and Sewer Authority

4:15 pm - 6:00 pm	**SNIA Certification and Qualification Examinations**
4:30 pm - 5:30 pm	**The Foundation of a Converged Infrastructure: Leadership**

Creating a modern infrastructure for your IT environment is most certainly about the mechanics, nuances and art of blending contemporary technologies together for strategic advantage, but today's savvy CIOs know that there's far more to IT infrastructure than "just" technology. In this session, hear how one CIO describes the critical element of leadership – across both the IT team as well as among partners – to create the best outcome possible.

Edward Marx, Chief Information Officer, Texas Health Resources

5:30 pm - 8:00 pm	**Dinner in the Expo**

Wednesday, October 13, 2010

7:00 am - 6:00 pm	**Registration Open**
7:00 am - 8:15 am	**Breakfast**
8:15 am - 12:30 pm	**Hands-On-Lab -- Morning Sessions**

The Hands-On Lab at SNW gives users a chance to test drive the latest technologies in a controlled learning lab environment. Classes take place for two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience.

Please check the "Hands-on-Lab" tab for the complete HOL schedule.

8:15 am - 8:30 am	**Welcome and Opening Remarks**

John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise and Computerworld
Wayne Adams, Chairman, Board of Directors, Storage Networking Industry Association (SNIA)

8:30 am - 9:00 am   **Managing IT Infrastructure in an Age of Uncertainty**

With economic news on a continued down turn and technology budgets pressured more than ever, how do you manage a large IT infrastructure footprint in today's climate? What strategies work best? And how do you make sure you're getting optimum performance despite unpredictable business conditions? Learn how a top IT infrastructure leader from $40 billion Kaiser Permanente is managing that organization's IT infrastructure in the current age of uncertainty.

Mike Brady, Senior Vice President, Infrastructure Management Group, Kaiser Permanente

9:00 am - 9:45 am   **SNW Best Practices Awards and Panel Discussion:**
Tales of Business-Driven IT Modernization

Whether it's upgrading storage infrastructure for cost and energy savings, deploying storage virtualization to ensure business continuity, or moving legacy applications to the cloud, stellar IT projects often have a common thread of the business driving the need for a better long-term solution. Hear how some of these key projects moved forward in this engaging panel discussion.

Bruce Gorshe, Director, Data Center Operations, Avnet
Moderator: John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise and Computerworld

David Janecek, Vice President of IT, Credit Solutions
Ted Hanson, Managing Director, Global Information Services, Applied Materials

9:00 am - 10:45 am   **SNIA Certification and Qualification Examinations**

9:45 am - 10:15 am   **How a Bank CIO is Trading Spaces by Moving IT Assets to the Cloud**

IT organizations interested in new ways of boosting productivity and cutting costs are beginning to see the cloud as a viable option. Despite the worldwide cloud computing momentum, however, best practices are still in their infancy. Improving the understanding of which assets and applications to host as a service in the cloud -- versus on-site -- is a critical first step to taking control of the cloud for your enterprise. In this session, learn about the process one CIO has followed in determining which IT applications can be outsourced to the cloud. He will share the factors he examined and give examples of how outsourcing to the cloud enables him to achieve a stronger business value from his IT department.

Tom Honan, Senior Vice President and Chief Information Officer, CapitalSource Bank

10:15 am - 10:45 am   **Networking Break**

10:45 am - 4:15 pm   **SNIA Certification Prep Sessions**

Prepare for examinations and assess your readiness to take a SNIA Certification or Qualification Examinations. It will be easy, convenient and at a reduced cost for SNW attendees. Visit the SNIA education information desk near the Hands-On Labs registration center near the San Antonio Rooms.

10:45 am - 11:30 am	User Case Study: Consolidation Case Study: MSIT Project Carnation	SNIA Tutorial: Writing Storage RFP's in 2010 – This is Not Your Father's Storage Array	Analyst Perspective: Deep Dive into Solid State Storage - The Technologies and Trends	User Case Study: Architectural Approaches to Cloud Computing	SNIA Tutorial: Archiving for Data Protection in the Modern Data Center	Solution Spotlight: Intelligent Data Management over Converged IP Networks
	Lee Donnahoo, Senior Storage Engineer, Microsoft Online Services Division	John Webster, Senior Partner at The Evaluator Group and author of "Inescapable Data – Harnessing the Power of Convergence" Larry Freeman, Senior Technologist at NetApp and author of "Evolution of the Storage Brain",	Dennis Martin, President, Demartek	Michael Jackson, Co-Founder, President and COO, Adaptive Computing	Molly Rector, Vice President of Product Management and Marketing, Spectra Logic Tony Walker, Global Solutions Architect, Dell	Gary Gumanow, Senior Product Manager, Dell Storage Derek Gascon, Senior Product Manager, Dell Storage
11:40 am - 12:25 pm	Industry Perspective: Storage Scaling in Support of Changing Data Center Trends	SNIA Tutorial: Storage Management Best Practices and Tips	Solution Spotlight: Double Your Application Throughput Without Massive Upgrades Via Dynamic Storage Tiering: A GX Technology Success Story	User Case Study: Best Practices for Sourcing Cloud Computing Services	User Case Study: Continuous Access to Mission-Critical Applications: Deutsch, Kerrigan & Stiles Proven Hurricane Preparedness Plan	SNIA Tutorial: pNFS, Parallel Storage for Grid, Virtualization and Database Computing
	Claus Mikkelsen, Chief Scientist, Hitachi Data Systems	Anjan Dave, Principal Storage Engineer, LSI Corporation	Kevin Englet, Storage Architect, GX Technology	Marc Lindsey, Attorney, Levine, Blaszak, Block & Boothby, LLP	Don Champagne, Director of Administration, Deutsch, Kerrigan & Stiles	Alex McDonald, Industry Forums & Standards, Office of the CTO, NetApp
12:30 pm - 3:00 pm	**Lunch in the Expo**					
2:00 pm - 5:45 pm	**Hands-On-Lab -- Afternoon Sessions**					

The Hands-On Lab at SNW gives users a chance to test drive the latest technologies in a controlled learning lab environment. Classes take place for two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience.

Please check the "Hands-on-Lab" tab for the complete HOL schedule.

2:10 pm - 2:55 pm

User Case Study: Next Generation Science and Infrastructure Support

James Lowey, Director Network & Computing, TGen, The Translational Genomics Research Institute

Industry Perspective: Cost Effective Archive with Hierarchical Storage Management (HSM)

Daniel Albright, Principal Product Manager, Oracle Corporation

SNIA Tutorial: The Benefits of Solid State in Enterprise Storage Systems

David Dale, Director Industry Standards, NetApp

User Case Study: The Cloud and the Law

Robert J. Scott, Managing Partner, Scott & Scott, LLP

Industry Perspective: Safe and Secure Data Migration, Its Not that Tough!

David Clark, Director of Product Marketing, QLogic

NEW

SNIA Tutorial: How E-Discovery Will Affect Your Life as a Storage Professional

David Stevens, Storage Manager, Carnegie Mellon University

3:05 pm - 3:50 pm

User Case Study: Beyond High Performance Computing: What Matters to CERN

Pierre Vande Vyvre, Project Leader, CERN

User Case Study: Control Enterprise Storage Before it Consumes Your Budget: One Company's Journey to Measure and Manage Storage in a Large, Dual Datacenter Environment

Mark Morelli, Managing Director, Systems Programming, United Parcel Service

User Case Study: Flash Memory Arrays Real Answers to AOLs Real Problems

William Stevens, Senior Director of Data Storage Services, AOL

Dan Pollack, Operations Architect, AOL

Industry Perspective: Clouds Ahead: Data Protection Implications for Cloud Computing

Linda Mentzer, Senior Director, Product Management, SEPATON, Inc.

User Case Study: Application Driven Data Deduplication through File Hashing

Gerry Goldman, Department Manager, Crucial Security, a wholly owned subsidiary of Harris Corporation

SNIA Tutorial: PCI Express Impact on Storage Architectures and Future Data Centers

Ron Emerick, Principal Hardware Engineer, Oracle Corporation

4:00 pm - 4:30 pm

The Journey to a Private Cloud: An Executive Interview

For some large organizations, the move to a private cloud model involves a concerted effort to create a common development environment, common production environment, and a range of virtual environments involving mainframes, servers, storage and the desktop. How does the private cloud model emerge in these organizations? What were the critical deciding factors to make this a formal effort? Learn firsthand from those familiar with the journey in this executive interview.

Mark Morelli, Managing Director, Systems Programming, United Parcel Service
Moderator:
John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise and Computerworld

	Phil Brotherton, Vice President and General Manager of the Microsoft Business Unit, NetApp
4:15 pm - 6:00 pm	**SNIA Certification and Qualification Examinations**
4:30 pm - 5:30 pm	**The Future of Corporate IT: How Clouds are Enabling Business Progress**

For many IT organizations, the roadmap to the future involves lower costs, better performance, and greater agility. This roadmap involves moving assets to the cloud in order to focus on novel and compelling business applications that help their company capture new markets, acquire and maintain customers, and deliver new products and services. In this session, hear from one CIO who's throwing out traditional IT models in order to be poised to take advantage of these future trends in computing.

Mark Stone, Chief Information Officer, Safety-Kleen Systems, Inc.

5:30 pm - 7:00 pm	**On the Rocks or with Salt – South of the Border Closing Reception**

Join your fellow attendees for networking, hors d'oeuvres and margarita tasting.

Thursday, October 14, 2010

8:00 am - 12:00 pm	**Registration Open**
7:30 am - 8:30 am	**Breakfast**

8:30 am - 9:15 am

Industry Perspective: Storage Decisions for Virtual Desktop Environments	**SNIA Tutorial: Open Source & Standards: A Marriage Made in IT Heaven**	**SNIA Tutorial: Accelerating Applications and File Systems with Solid State Storage**	**SNIA Tutorial: The Role of WAN Optimization in Cloud Infrastructures**	****NEW** [Cloud Computing Track]**
Michael Fox, Sr. Solutions Architect, EMC	Hope Hines, SNIA CSI/XAM Program Manager, Hope Technologies, Inc.	Jacob Farmer, Chief Technology Officer, Cambridge Computer	Josh Tseng, Technical Director, Riverbed Technology	**SNIA Tutorial: Deploying Public, Private, and Hybrid Cloud Computing Environments**
				Marty Stogsdill, Senior Sales Consultant, Oracle

8:45 am - 10:15 am	**SNIA Certification Prep Sessions**				

Prepare for examinations and assess your readiness to take a SNIA Certification or Qualification Examinations. It will be easy, convenient and at a reduced cost for SNW attendees. Visit the SNIA education information desk near the Hands-On Labs registration center near the San Antonio Rooms.

9:25 am - 10:10 am	**Industry Perspective: Significant Difference Between Scaling Virtual Desktops from 20% to 80% Virtualization and 0% to 20%** Philip Brotherton, Vice President and General Manager of the Microsoft Business Unit, NetApp	**User Case Study: Design and Implementation of a NAS Engineering Management Object (NEMO) Database** Mark D. Sonnenfeld, Storage Administrator, Cisco Systems Robert Kimmel, Storage Administrator, Cisco Systems	**Industry Perspective: Tradeoffs in Storage Tiering** Siamak Nazari, Principal Engineer, 3PAR	**SNIA Tutorial: Cloud Storage Security** Gordon Arnold, Senior Technical Staff, IBM	**SNIA Tutorial: Men and Women in Technology** Patty Then, Director, Global Business Operations/Workforce Enablement, CA Technologies
10:20 am - 11:05 am	**Industry Perspective: Your Desktop Blew Up My Storage Strategy Lessons from the VDI Front** Tommy Trogden, Enterprise Architect, Xiotech Corporation	**SNIA Tutorial: SAS & SATA Combine to Change the Storage Market** Harry Mason, President / Director, Industry Marketing, SCSI Trade Association (STA) / LSI Marty Czekalski, Vice President / Interface & Emerging Architecture Program Manager, SCSI Trade Association (STA) / Seagate Technology	**Industry Perspective: Autonomic Tiered Storage Virtualization** Vincent Hsu, Chief Technology Officer, Disk Storage, IBM	**Industry Perspective: Future Proofing Your Cloud Infrastructure** Greg Kleiman, Director of Cloud Solutions, NetApp	**SNIA Tutorial: Leveraging Social Media in Your Organization** Diana Eastty, Principal and Founder, Eastty Marketing Marty Foltyn, Founder and Vice President, Channel Chargers, LLC

10:30 am - 12:15 pm	**SNIA Certification and Qualification Examinations**				

11:15 am - 12:00 pm	**User Case Study: GEO Foundation's Cost Savings with Virtualization and Innovative use of Storage Solution** Brian Beck, IT Director, Greater Educational Opportunities Foundation	**Industry Perspective: Object-based Storage – Benefits from Archive to the Cloud** Derek Gascon, Product & Marketing Strategist, Dell	**SNIA Tutorial: Using Client Solid State Drives in Datacenter Applications** Tony Roug, Principal Engineer, Intel	**User Case Study: Security, Compliance & Beyond: A Case Study in Leveraging SaaS to Control Email Risks** Mark Luquire, Manager, Identity and Access Management, CHRISTUS Health	**User Case Study: Transforming IT - How DC Water's IT Organization is Driving Business Innovation** Omer Siddiqui, Deputy Chief Information Officer, DC Water and Sewer Authority
12:00 pm	**Conference Concludes**				